

Message Text

UNCLASSIFIED

PAGE 01 LONDON 00408 091754Z

64

ACTION EUR-12

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7955

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UNCLAS LONDON 00408

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: U.K. COUNTRY COMMERCIAL PROGRAM, FY 1976: 2ND
QUARTER PROGRESS REPORT

REF: A) LONDON A-649, B) LONDON 15718

1. FIGURES FMR TRADE AND LICENSING OPPORTUNITIES (TOS AND LOS) EXCEED TARGETS ON OVERALL BASIS (560 TOS AT END OF DECEMBER VS. TARGET OF 1000 FOR YEAR: 98 LOS VS. TARGET OF 92 FOR YEAR). WITHIN CAMPAIGNS HOWEVER TOS LAGGING IN OIL & NATURAL GAS & SPECIALIZED PACKAGING CAMPAIGNS AND LOS LAGGING IN COMPUTERS & PERIPHERALS CAMPAIGN. WE ARE STEPPING UP EFFORTS IN FIRST TWO FIELDS. COMPUTER INDUSTRY HERE DOES NOT SEEM TO LEND ITSELF TO LO TECHNIQUE. EMBASSY WILL REVIEW POSITION DURING COMING QUARTER AND MAY RECOMMEND ELIMINATION OR AT LEAST SUBSTANTIAL CUTTING BACK OF LO TARGETS IN THIS FIELD IN APRIL REPORT.

2. AS PER TELECONS WITH CMM, WE ELIMINATING REQUIREMENT FOR USIA SUPPLIED ARTICLES. WE NOW INVESTIGATING POSSIBILITY OF LOCALLY GENERATED NEW PRODUCT PRESS RELEASES BASED ON INFORMATION MADE AVAILABLE IN COMMEPCIAL NEUS FOR FOREIGN SERVICE. RELEASES WOULD BE DIRECTED AT TRADE PRESS RATHER THAN OUR USUAL COMMERCIAL NEWS LETTER CLIENTS.

3. M-1 RECRUITMENT BEING HAMPERED BY UNREALISTIC AND
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INFLEXIBLE FEE SCHEDULES. OVERALL YEARLY TOTAL MAY BE

PUT INTO JEOPARDY UNLESS SOME RELIEF GRANTED.
RICHARDSON

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